

California Exposition & State Fair
Interim Event Comparison
2011/2010

EVENT	Admissions			Rent			Parking			Exhibitor Parking			Food & Beverage		
	2011	2010	Difference	2011	2010	Difference	2011	2010 (\$10)	Difference	2011	2010	Difference	2011	2010	Difference
January															
Salvation Army Food Giveaway	500	-	500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Cheerleading Competition		2,415	(2,415)	\$ -	\$ 15,000.00	\$ (15,000.00)	\$ -	\$ 8,050.00	\$ (8,050.00)	\$ -	\$ -	\$ -	\$ -	\$ 1,965.83	\$ (1,965.83)
Gun Show/Jazzy Cat Show	5,625	2,821	2,804	\$ 15,000.00	\$ 15,000.00	\$ -	\$ 23,000.00	\$ 11,900.00	\$ 11,100.00	\$ 1,820.00	\$ 810.00	\$ 1,010.00	\$ 1,665.17	\$ 896.30	\$ 768.87
Nor Cal Preshow	846	718	128	\$ 12,500.00	\$ 12,500.00	\$ -	\$ 4,230.00	\$ 3,590.00	\$ 640.00	\$ 2,440.00	\$ 1,005.00	\$ 1,435.00	\$ 309.06	\$ 1,002.00	\$ (692.94)
Train Show	4,478	2,882	1,596	\$ 12,500.00	\$ 12,500.00	\$ -	\$ 20,945.00	\$ 12,635.00	\$ 8,310.00	\$ 900.00	\$ 880.00	\$ 20.00	\$ 1,584.42	\$ 1,472.35	\$ 112.07
Bridal Expo	3,824	3,066	758	\$ 15,000.00	\$ 15,000.00	\$ -	\$ 13,130.00	\$ 11,240.00	\$ 1,890.00	\$ 1,810.00	\$ 2,075.00	\$ (265.00)	\$ -	\$ 577.32	\$ (577.32)
International Sportsman's Expo	30,974	31,711	(737)	\$ 111,409.16	\$ 111,341.75	\$ 67.41	\$ 140,910.00	\$ 140,710.00	\$ 200.00	\$ 1,320.00	\$ 855.00	\$ 465.00	\$ 59,460.83	\$ 57,778.36	\$ 1,682.47
Home & Landscape Show	32,412	37,822	(5,410)	\$ 54,680.00	\$ 56,831.78	\$ (2,151.78)	\$ 97,825.00	\$ 126,080.00	\$ (28,255.00)	\$ 18,910.00	\$ 20,960.00	\$ (2,050.00)	\$ 21,600.41	\$ 43,541.71	\$ (21,941.30)
Girls Power League Volleyball	5,781	6,312	(531)	\$ 40,000.00	\$ 40,000.00	\$ -	\$ 19,270.00	\$ 21,040.00	\$ (1,770.00)	\$ -	\$ -	\$ -	\$ 2,005.00	\$ 2,305.50	\$ (300.50)
TOTAL JANUARY	84,440	87,747	(3,307)	\$ 261,089.16	\$ 278,173.53	\$ (17,084.37)	\$ 319,310.00	\$ 335,245.00	\$ (15,935.00)	\$ 27,200.00	\$ 26,585.00	\$ 615.00	\$ 86,624.89	\$ 109,539.37	\$ (22,914.48)
February															
Autorama	14,865	16,164	(1,299)	\$ 50,000.00	\$ 50,000.00	\$ -	\$ 56,925.00	\$ 60,555.00	\$ (3,630.00)	\$ 7,225.00	\$ 10,265.00	\$ (3,040.00)	\$ 27,502.79	\$ 29,798.73	\$ (2,295.94)
Hispanic Dance	1,369	1,951	(582)	\$ 5,000.00	\$ 6,472.63	\$ (1,472.63)	\$ 6,090.00	\$ 7,890.00	\$ (1,800.00)	\$ -	\$ -	\$ -	\$ 2,609.40	\$ 4,743.22	\$ (2,133.82)
Pardi Gras (new in 2010)	6,664	6,002	662	\$ 4,500.00	\$ 4,500.00	\$ -	\$ 17,460.00	\$ 15,025.00	\$ 2,435.00	\$ -	\$ -	\$ -	\$ 30,120.32	\$ 29,836.76	\$ 283.56
Girl Scout Cookie Distribution	4,500	4,500	-	\$ 5,000.00	\$ 5,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Dream Wedding Show	888	1,385	(497)	\$ 12,500.00	\$ 12,500.00	\$ -	\$ 2,670.00	\$ 4,740.00	\$ (2,070.00)	\$ 2,085.00	\$ 2,220.00	\$ (135.00)	\$ 209.95	\$ 428.51	\$ (218.56)
TOTAL FEBRUARY	28,286	30,002	(1,716)	\$ 77,000.00	\$ 78,472.63	\$ (1,472.63)	\$ 83,145.00	\$ 88,210.00	\$ (5,065.00)	\$ 9,310.00	\$ 12,485.00	\$ (3,175.00)	\$ 60,442.46	\$ 64,807.22	\$ (4,364.76)
March															
Home & Garden Show	7,200	8,614	(1,414)	\$ 65,000.00	\$ 62,500.00	\$ 2,500.00	\$ 27,550.00	\$ 32,850.00	\$ (5,300.00)	\$ 7,550.00	\$ 8,020.00	\$ (470.00)	\$ 5,173.98	\$ 9,184.24	\$ (4,010.26)
Capital City Beer Fest	1,721		1,721	\$ 24,533.54		\$ 24,533.54	\$ 4,810.00		\$ 4,810.00	\$ 400.00		\$ 400.00	\$ -		\$ -
Gun Show	5,183	3,533	1,650	\$ 15,000.00	\$ 15,000.00	\$ -	\$ 22,705.00	\$ 15,495.00	\$ 7,210.00	\$ 985.00	\$ 1,100.00	\$ (115.00)	\$ 1,717.01	\$ 1,111.32	\$ 605.69
Sacramento Boat Show	7,883	7,297	586	\$ 25,000.00	\$ 25,000.00	\$ -	\$ 22,870.00	\$ 21,160.00	\$ 1,710.00	\$ 3,120.00	\$ 2,080.00	\$ 1,040.00	\$ 6,225.98	\$ 744.82	\$ 5,481.16
Maita Used Car Show		2,500	(2,500)	\$ -	\$ 25,000.00	\$ (25,000.00)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Craft & Sewing Show	1,793	1,979	(186)	\$ 12,500.00	\$ 12,500.00	\$ -	\$ 18,590.00	\$ 19,630.00	\$ (1,040.00)	\$ 835.00	\$ 1,125.00	\$ (290.00)	\$ 1,912.35	\$ 2,217.54	\$ (305.19)
Toyota Teen Drive	200		200	\$ 5,000.00		\$ 5,000.00	\$ -		\$ -	\$ -		\$ -	\$ -		\$ -
Spring RV Show	4,896	3,912	984	\$ 15,000.00	\$ 5,000.00	\$ 10,000.00	\$ 21,270.00	\$ 19,390.00	\$ 1,880.00	\$ 1,125.00	\$ 815.00	\$ 310.00	\$ 6,225.98	\$ 6,835.66	\$ (609.68)
TOTAL MARCH	28,876	27,835	1,041	\$ 162,033.54	\$ 145,000.00	\$ 17,033.54	\$ 117,795.00	\$ 108,525.00	\$ 9,270.00	\$ 14,015.00	\$ 13,140.00	\$ 875.00	\$ 21,255.30	\$ 20,093.58	\$ 1,161.72
April															
Sacramento Dog Show	4,537	3,886	651	\$ 23,500.00	\$ 22,500.00	\$ 1,000.00	\$ 29,890.00	\$ 27,990.00	\$ 1,900.00	\$ 2,335.00	\$ 2,115.00	\$ 220.00	\$ 4,978.35	\$ 2,307.78	\$ 2,670.57
Tea Party Patriots	700		700	\$ 5,000.00		\$ 5,000.00	\$ 6,470.00		\$ 6,470.00	\$ 125.00		\$ 125.00	\$ 915.00		\$ 915.00
Sacramento Saturday Markets	100		100	\$ 3,000.00		\$ 3,000.00	\$ -		\$ -	\$ -		\$ -	\$ -		\$ -
E-Waste	400		400	\$ 3,500.00		\$ 3,500.00	\$ -		\$ -	\$ -		\$ -	\$ -		\$ -
Remote Area Medical	9,000		9,000	\$ -		\$ -	\$ -		\$ -	\$ -		\$ -	\$ 718.89		\$ 718.89
Lao American New Year	4,057		4,057	\$ -		\$ -	\$ 12,610.00		\$ 12,610.00	\$ 75.00		\$ 75.00	\$ -		\$ -
Engineer's Exam	1,154	1,521	(367)	\$ 16,000.00	\$ 16,000.00	\$ -	\$ 11,540.00	\$ 15,210.00	\$ (3,670.00)	\$ -		\$ -	\$ -		\$ -
Festival De La Familia	11,372	13,135	(1,763)	\$ 8,084.05	\$ 9,938.36	\$ (1,854.31)	\$ 21,380.00	\$ 24,570.00	\$ (3,190.00)	\$ 3,455.00	\$ 3,350.00	\$ 105.00	\$ 11,652.03	\$ -	\$ 11,652.03
SMUD Vehicle & Tool Expo		150	(150)	\$ -	\$ 10,000.00	\$ (10,000.00)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 791.85	\$ (791.85)
News 10 Car Seat Exchange (new in 2010)		500	(500)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Happy Daze RV (new in 2010)		2,500	(2,500)	\$ -	\$ 15,000.00	\$ (15,000.00)	\$ -	\$ 2,500.00	\$ (2,500.00)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
CA Flower & Garden Show (new in 2010)	4,028	6,288	(2,260)	\$ 25,000.00	\$ 25,000.00	\$ -	\$ 17,750.00	\$ 29,120.00	\$ (11,370.00)	\$ 2,388.00	\$ 2,500.00	\$ (112.00)	\$ 3,278.15	\$ -	\$ 3,278.15
Green Expo (new in 2010)		430	(430)	\$ -	\$ 30,000.00	\$ (30,000.00)	\$ -	\$ 2,145.00	\$ (2,145.00)	\$ -	\$ 1,000.00	\$ (1,000.00)	\$ -	\$ -	\$ -

EVENT	Admissions			Rent			Parking			Exhibitor Parking			Food & Beverage		
	2011	2010	Difference	2011	2010	Difference	2011	2010 (\$10)	Difference	2011	2010	Difference	2011	2010	Difference
Toupou College Reunion (new in 2010)		966	(966)		\$ 15,000.00	\$ (15,000.00)		\$ 4,830.00	\$ (4,830.00)		\$ -	\$ -		\$ -	\$ -
TOTAL APRIL	35,348	29,376	5,972	\$ 84,084.05	\$ 143,438.36	\$ (59,354.31)	\$ 99,640.00	\$ 106,365.00	\$ (6,725.00)	\$ 8,378.00	\$ 8,965.00	\$ (587.00)	\$ 21,542.42	\$ 3,099.63	\$ 18,442.79
May															
Northern CA Volleyball	6,348	11,880	(5,532)	\$ 40,000.00	\$ 40,000.00	\$ -	\$ 21,160.00	\$ 39,600.00	\$ (18,440.00)	\$ -	\$ -	\$ -	\$ 2,325.57	\$ 4,638.31	\$ (2,312.74)
Gem Faire	2,614	3,174	(560)	\$ 12,500.00	\$ 12,500.00	\$ -	\$ 11,270.00	\$ 13,185.00	\$ (1,915.00)	\$ 885.00	\$ 635.00	\$ 250.00	\$ -	\$ 1,049.16	\$ (1,049.16)
Chhankata	1,560	1,770	(210)	\$ 5,000.00	\$ 5,000.00	\$ -	\$ 4,900.00	\$ 5,120.00	\$ (220.00)	\$ -	\$ 465.00	\$ (465.00)	\$ -	\$ -	\$ -
Sacramento County Fair	60,833	68,877	(8,044)	\$ -	\$ -	\$ -	\$ 77,555.00	\$ 82,910.00	\$ (5,355.00)	\$ 20,000.00	\$ 22,000.00	\$ (2,000.00)	\$ 8,445.18	\$ 9,800.00	\$ (1,354.82)
Xtremo Hispanic Event		2,439	(2,439)	\$ 5,000.00	\$ 5,000.00	\$ (5,000.00)	\$ 9,460.00	\$ 9,460.00	\$ (9,460.00)	\$ -	\$ -	\$ -	\$ 10,416.86	\$ 10,416.86	\$ (10,416.86)
La Mesa RV	2,500	2,500	-	\$ 15,000.00	\$ 15,000.00	\$ -	\$ -	\$ -	\$ -	\$ 2,500.00	\$ 2,000.00	\$ 500.00	\$ -	\$ -	\$ -
Carson & Barnes Circus	3,696		3,696	\$ 7,500.00		\$ 7,500.00	\$ 9,240.00		\$ 9,240.00	\$ -		\$ -	\$ -		\$ -
Komen Race for the Cure	22,000	20,000	2,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL MAY	99,551	110,640	(11,089)	\$ 80,000.00	\$ 77,500.00	\$ 2,500.00	\$ 124,125.00	\$ 150,275.00	\$ (26,150.00)	\$ 23,385.00	\$ 25,100.00	\$ (1,715.00)	\$ 10,770.75	\$ 25,904.33	\$ (15,133.58)
June															
Horse Expo	8,760	13,087	(4,327)	\$ 48,622.20	\$ 68,065.60	\$ (19,443.40)	\$ 54,200.00	\$ 71,605.00	\$ (17,405.00)	\$ 10,990.00	\$ 14,870.00	\$ (3,880.00)	\$ 30,681.34	\$ 39,996.47	\$ (9,315.13)
Northern California Volleyball		12,870	(12,870)	\$ 35,000.00	\$ 35,000.00	\$ (35,000.00)	\$ 40,290.00	\$ 40,290.00	\$ (40,290.00)	\$ -	\$ -	\$ -	\$ 4,926.41	\$ 4,926.41	\$ (4,926.41)
Gun Show	2,844		2,844	\$ 15,000.00		\$ 15,000.00	\$ 12,280.00		\$ 12,280.00	\$ 1,255.00		\$ 1,255.00	\$ 1,104.44	\$ 1,104.44	\$ (1,104.44)
Hispanic Dance	4,422	3,245	1,177	\$ 10,000.00	\$ 10,000.00	\$ -	\$ 16,450.00	\$ 12,070.00	\$ 4,380.00	\$ -	\$ -	\$ -	\$ 13,365.07	\$ 8,833.12	\$ 4,531.95
TOTAL JUNE	16,026	29,202	(13,176)	\$ 73,622.20	\$ 113,065.60	\$ (39,443.40)	\$ 82,930.00	\$ 123,965.00	\$ (41,035.00)	\$ 12,245.00	\$ 14,870.00	\$ (2,625.00)	\$ 45,150.85	\$ 53,756.00	\$ (8,605.15)
July															
4th Of July Celebration	12,372	13,724	(1,352)	\$ -	\$ -	\$ -	\$ 30,935.00	\$ 34,310.00	\$ (3,375.00)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL JULY	12,372	13,724	(1,352)	\$ -	\$ -	\$ -	\$ 30,935.00	\$ 34,310.00	\$ (3,375.00)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
August															
La Mesa RV	2,500	2,500	-	\$ 22,500.00	\$ 15,000.00	\$ 7,500.00	\$ -	\$ -	\$ -	\$ 2,500.00	\$ 2,000.00	\$ 500.00	\$ -	\$ -	\$ -
Muy Thai Loa (Fight)		232	(232)	\$ 3,500.00	\$ 3,500.00	\$ (3,500.00)	\$ 2,320.00	\$ 2,320.00	\$ (2,320.00)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Hispanic Dance		1,834	(1,834)	\$ 6,002.00	\$ 6,002.00	\$ (6,002.00)	\$ 7,720.00	\$ 7,720.00	\$ (7,720.00)	\$ -	\$ -	\$ -	\$ 5,618.88	\$ 5,618.88	\$ (5,618.88)
TOTAL AUGUST	2,500	4,566	(2,066)	\$ 22,500.00	\$ 24,502.00	\$ (2,002.00)	\$ -	\$ 10,040.00	\$ (10,040.00)	\$ 2,500.00	\$ 2,000.00	\$ 500.00	\$ -	\$ 5,618.88	\$ (5,618.88)
September															
Counselor Conference (new in 2011)	250		250	\$ 5,000.00		\$ 5,000.00	\$ 2,500.00		\$ 2,500.00	\$ -		\$ -	\$ 829.35	\$ 829.35	\$ -
Log Home Show (back since 2009)	486		486	\$ 10,000.00		\$ 10,000.00	\$ 2,430.00		\$ 2,430.00	\$ 170.00		\$ 170.00	\$ 298.79	\$ 298.79	\$ -
Octobeerfest	369	835	(466)	\$ -	\$ -	\$ -	\$ 750.00	\$ 2,115.00	\$ (1,365.00)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Maita Used Car Sale	2,500	2,500	-	\$ 25,000.00	\$ 32,500.00	\$ (7,500.00)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
E Waste	500	500	-	\$ 3,500.00	\$ 3,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Happy Daze RV		2,500	(2,500)	\$ 15,000.00	\$ 15,000.00	\$ (15,000.00)	\$ -	\$ -	\$ -	\$ 2,500.00	\$ 2,500.00	\$ (2,500.00)	\$ -	\$ -	\$ -
Rental Housing Expo	1,066	1,020	46	\$ 7,500.00	\$ 7,500.00	\$ -	\$ 5,328.00	\$ 5,103.00	\$ 225.00	\$ 1,565.00	\$ 1,625.00	\$ (60.00)	\$ 2,012.63	\$ 1,844.08	\$ 168.55
Gun Show (Oct dates for 2011)		2,153	(2,153)	\$ 15,000.00	\$ 15,000.00	\$ (15,000.00)	\$ 10,165.00	\$ 10,165.00	\$ (10,165.00)	\$ 1,130.00	\$ 1,130.00	\$ (1,130.00)	\$ 818.56	\$ 818.56	\$ (818.56)
Sears Home Appliance Show	500	500	-	\$ 12,000.00	\$ 8,000.00	\$ 4,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 766.80	\$ 387.56	\$ 379.24
NAACP Rhythm & Blues		84	(84)	\$ 5,000.00	\$ 5,000.00	\$ (5,000.00)	\$ 1,390.00	\$ 1,390.00	\$ (1,390.00)	\$ -	\$ -	\$ -	\$ 2,658.82	\$ 2,658.82	\$ (2,658.82)
African Cultural Festival		815	(815)	\$ 5,000.00	\$ 5,000.00	\$ (5,000.00)	\$ 3,240.00	\$ 3,240.00	\$ (3,240.00)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL SEPTEMBER	5,671	10,907	(5,236)	\$ 63,000.00	\$ 91,500.00	\$ (28,500.00)	\$ 11,008.00	\$ 22,013.00	\$ (11,005.00)	\$ 1,735.00	\$ 5,255.00	\$ (3,520.00)	\$ 3,907.57	\$ 5,709.02	\$ (1,801.45)
October															
Nissan Ride & Drive	400	400	-	\$ 2,500.00	\$ 2,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
NSRA Golden State	2,988	2,853	135	\$ 24,000.00	\$ 24,000.00	\$ -	\$ 14,940.00	\$ 14,800.00	\$ 140.00	\$ 1,565.00	\$ 1,620.00	\$ (55.00)	\$ 8,811.55	\$ 8,902.33	\$ (90.78)

EVENT	Admissions			Rent			Parking			Exhibitor Parking			Food & Beverage		
	2011	2010	Difference	2011	2010	Difference	2011	2010 (\$10)	Difference	2011	2010	Difference	2011	2010	Difference
La Mesa RV	500		500	\$ 15,000.00		\$ 15,000.00	\$ -		\$ -	\$ 2,500.00		\$ 2,500.00			\$ -
Fright Planet	12,577		12,577	\$ 15,000.00		\$ 15,000.00	\$ -		\$ -	\$ -		\$ -	\$ -		\$ -
Gun/Jazzy Cat Show	3,500		3,500	\$ 15,000.00		\$ 15,000.00	\$ 17,520.00		\$ 17,520.00	\$ 1,795.00		\$ 1,795.00			\$ -
Camry Launch	500		500	\$ 10,000.00		\$ 10,000.00	\$ -		\$ -	\$ 3,123.00		\$ 3,123.00	\$ 972.12		\$ 972.12
Sacramento Fall Home Show	3,282	3,623	(341)	\$ 28,700.00	\$ 26,700.00	\$ 2,000.00	\$ 10,940.00	\$ 13,320.00	\$ (2,380.00)	\$ 4,110.00	\$ 4,715.00	\$ (605.00)	\$ 1,593.37	\$ 2,546.15	\$ (952.78)
Aloha Festival	2,960		2,960	\$ -		\$ -	\$ 14,800.00		\$ 14,800.00	\$ 1,050.00		\$ 1,050.00	\$ 1,635.66		\$ 1,635.66
Engineer's Exam	411	1,209	(798)	\$ 8,000.00	\$ 16,000.00	\$ (8,000.00)	\$ 4,110.00	\$ 12,090.00	\$ (7,980.00)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Engineer's Exam NCEES	904		904	\$ 16,000.00		\$ 16,000.00	\$ 9,040.00		\$ 9,040.00	\$ -		\$ -	\$ -		\$ -
Exotic Halloween Ball	8,798	8,727	71	\$ 20,871.46	\$ 18,851.00	\$ 2,020.46	\$ 21,995.00	\$ 21,865.00	\$ 130.00	\$ 2,016.78	\$ 2,266.99	\$ (250.21)	\$ 43,910.86	\$ 38,000.00	\$ 5,910.86
Career GPS - LEED	8,000		8,000	\$ 10,000.00		\$ 10,000.00	\$ -		\$ -	\$ -		\$ -	\$ 409.42		\$ 409.42
Johnson & Johnson Behind the Wheel	20		20	\$ 1,500.00		\$ 1,500.00	\$ -		\$ -	\$ -		\$ -	\$ -		\$ -
NACA		19,132	(19,132)		\$ 35,000.00	\$ (35,000.00)		\$ 95,660.00	\$ (95,660.00)		\$ -	\$ -		\$ 19,795.19	\$ (19,795.19)
Don Geronimo		355	(355)		\$ -	\$ -		\$ 3,550.00	\$ (3,550.00)		\$ -	\$ -		\$ -	\$ -
All State Family Challenge		400	(400)		\$ 1,500.00	\$ (1,500.00)		\$ -	\$ -		\$ -	\$ -		\$ -	\$ -
TOTAL OCTOBER	44,840	36,699	8,141	\$ 166,571.46	\$ 124,551.00	\$ 42,020.46	\$ 93,345.00	\$ 161,285.00	\$ (67,940.00)	\$ 16,159.78	\$ 8,601.99	\$ 7,557.79	\$ 57,332.98	\$ 69,243.67	\$ (11,910.69)
November															
Woodworking Show	1,589	2,598	(1,009)	\$ 12,500.00	\$ 20,000.00	\$ (7,500.00)	\$ 10,590.00	\$ 14,500.00	\$ (3,910.00)	\$ 690.00	\$ 500.00	\$ 190.00	\$ 1,174.60	\$ 3,629.82	\$ (2,455.22)
Taste of Home	1,500	1,500	-	\$ -	\$ -	\$ -	\$ 1,980.00	\$ 3,030.00	\$ (1,050.00)	\$ -	\$ -	\$ -	\$ 59.34	\$ -	\$ 59.34
Convoy of Hope	13,212	500	12,712	\$ 5,000.00	\$ 5,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
New Car Show	20,099	22,413	(2,314)	\$ 60,500.00	\$ 59,000.00	\$ 1,500.00	\$ 53,445.00	\$ 59,590.00	\$ (6,145.00)	\$ 4,685.00	\$ 7,510.00	\$ (2,825.00)	\$ 12,937.63	\$ 14,426.08	\$ (1,488.45)
Harvest Festival	13,166	14,127	(961)	\$ 27,500.00	\$ 27,500.00	\$ -	\$ 56,740.00	\$ 60,885.00	\$ (4,145.00)	\$ 3,745.00	\$ 4,000.00	\$ (255.00)	\$ 8,190.28	\$ 8,201.43	\$ (11.15)
Ski and Snowboard Show	5,478	6,443	(965)	\$ 22,000.00	\$ 23,000.00	\$ (1,000.00)	\$ 18,260.00	\$ 19,340.00	\$ (1,080.00)	\$ 820.00	\$ 675.00	\$ 145.00	\$ 2,560.45	\$ -	\$ 2,560.45
Hmong Festival	37,575	37,889	(314)	\$ 35,000.00	\$ 40,000.00	\$ (5,000.00)	\$ 75,150.00	\$ 75,210.00	\$ (60.00)	\$ 12,135.00	\$ 15,345.00	\$ (3,210.00)	\$ -	\$ -	\$ -
E-Waste	500		500	\$ 1,500.00		\$ 1,500.00	\$ -		\$ -	\$ -		\$ -	\$ -		\$ -
Hispanic Dance	5,328		5,328	\$ 10,000.00		\$ 10,000.00	\$ 17,760.00		\$ 17,760.00	\$ -		\$ -	\$ 19,471.61		\$ 19,471.61
TOTAL NOVEMBER	98,447	85,470	12,977	\$ 174,000.00	\$ 174,500.00	\$ (500.00)	\$ 233,925.00	\$ 232,555.00	\$ 1,370.00	\$ 22,075.00	\$ 28,030.00	\$ (5,955.00)	\$ 44,393.91	\$ 26,257.33	\$ 18,136.58
December															
Christmas Tree Lot	175	175	-	\$ 5,000.00	\$ 15,000.00	\$ (10,000.00)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Arden Fair Parking	27,762	24,205	3,557	\$ 15,000.00	\$ 15,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Salvation Army	7,726	2,000	5,726	\$ 10,000.00	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
La Mesa RV	500		500	\$ 15,000.00		\$ 15,000.00	\$ -		\$ -	\$ -		\$ -	\$ 114.31		\$ 114.31
Coats for Kids	7,150	2,650	4,500	\$ 1,000.00	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL DECEMBER	43,313	29,030	14,283	\$ 46,000.00	\$ 40,000.00	\$ 6,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 114.31	\$ -	\$ 114.31
YEAR TO DATE TOTAL	499,670	495,198	4,472	\$ 1,209,900.41	\$ 1,290,703.12	\$ (80,802.71)	\$ 1,196,158.00	\$ 1,372,788.00	\$ (176,630.00)	\$ 137,002.78	\$ 145,031.99	\$ (8,029.21)	\$ 351,535.44	\$ 384,029.03	\$ (32,493.59)
			0.90%			-6.26%			-12.87%			-5.54%			-8.46%

2011
Sales Report

Nov/Dec

2011

Status

Company	Contact Name	Event Type	Estimated Attendance	Status			Notes
				Booked	Lost	Other	
Mercy General	Tigess	Lot Use				x	Possible lot rental if Mercy go's on strike
Sac Int. Horse Show	Dale Harvey	Horse Show				x	Looking to move horse show from Rancho Murieta-working on details
Crossroads of the West	Bob Templeton	Gun Show				x	Looking to do Gun Shows
MCM Entertainment	Linda Rakie	Concert				x	Possible concert venue. Discussed costs, sent application
Castle Communications	Stacey Castle			x			Booked 2012-2014 International Auto Show
Convoy of Hope	Robin Ayers	Community		x			Booked 2012 Convoy of Hope
CSUS	Ondria	Conference		x			Booked college counselor conference Sept 2012
Salvation Army	Sydney Fong	Community				x	Checking dates for one day food give a way
NACA	Nia Salady					x	Looking at dates for loan modification event (smaller than 2010)
Runnin for Rhett	Dan Scott			x			Booked 2012 Capital Beerfest
	Joe Emery	Car Sale			x		Requesting space for autocross
La Mesa	Steve Love	RV Sale		x			Booked 5 RV events in 2012

2012
Sales Report

January 2012

Status

Company	Contact Name	Event Type	Estimated Attendance	Booked	Lost	Other	Notes
Rusty Barn Promotions Group, Inc.	Chris Butler	Consumer		x			Booked 2012 dates
Center for Transportation	Sean Blossom	Ride & Drive		x			Teen driving event booked March 1, 2012
Valdivia Entertainment	Gabe Valdivia	Dance		x			Booked April 7, 2012 hispanic dance
Marquez Brothers Entertainment	Toby Murry	Dance		x			Booked June 16, 2012 hispanic dance
California Diamond Club	Tony	Festival		x			Booked 2012 Chaankata event
Recreation Enterprises	Bill Lawrence	Consumer		x			Booked 2012 Spring RV Show
Sacramento Kennel Club	Rich Vida	Dog Show		x			Booked 2012-2014 dates
Susan G Komen Foundation	Paula Birdsong	Community		x			Booked 2012 Race for the Cure
RV Women	Dorene	Rally		x			Booked 2013 7 day rally
Festival de la Familia	Susie Cano Guzman	Festival		x			Booked 2012 dates
Rental Housing Association	Jim Lofgren	Expo		x			Booked 2012 dates